

**IN THE CLAIMS:**

1. (Currently Amended) A method for displaying paint color samples in a two-dimensional physical display unit, comprising:

selecting a first plurality of paint colors;

placing the selected plurality of paint colors on a first plurality of physical paint color sample cards, with only one color [[on]] per each physical sample card; [[and]]

arranging the first plurality of physical paint sample cards on the display unit according to hue and chroma so that the paint color on the physical paint sample cards gradually vary in hue, in a first direction, and gradually vary in chroma, in a second direction; and

arranging one or more color combination physical paint sample cards adjacent to the first plurality of physical paint sample cards, so that each color combination paint sample card includes including the color of one of the first plurality of physical paint sample cards it is adjacent to and one or more complementary colors.

2. (Previously Presented) The method of claim 1 further comprising:

defining a plurality of color categories based on color hue angles; and

placing the physical paint sample cards in one of the plurality of different color categories,

wherein, within each color category, the physical paint sample cards are arranged according to the hue and chroma of the paint colors therein.

3. (Previously Presented) The method of claim 2 further comprising:

adding physical paint color sample cards to a category based on expert human input.

4. (Previously Presented) The method of claim 2 further comprising:

arranging the physical paint sample cards corresponding to a color category along a column in the two-dimensional display unit, with the most chromatic physical paint sample card placed at the top of the column, with gradually decreasing chromatic physical paint sample cards arranged below, and the least chromatic at the bottom of the column.

5. (Previously Presented) The method of claim 1 further comprising:

arranging a second plurality of physical paint sample cards adjacent to the first plurality of physical paint sample cards, the second plurality of physical paint sample cards having white paint of similar tint as the first physical paint sample card it is next to.

6. (Previously Presented) The method of claim 1 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue that have varying chromatic values.

7. (Cancelled)

8. (Currently Amended) A paint sample display unit comprising:

a two-dimensional paint sample card display unit adapted for displaying physical color sample cards in a plurality of columns and rows;

a first plurality of physical paint sample cards, each physical paint sample card carrying ~~one or more~~ a paint colors color of similar hue to every other physical paint sample card of the first plurality, the first plurality of physical paint sample cards with similar hue being arranged in a first column of the paint sample card display unit, from most chromatic to least chromatic;

a second plurality of physical paint sample cards arranged within the first column of the first plurality of physical paint sample cards, each of the second plurality of physical paint sample cards including a white paint color having one or more white colors of similar tint as the color of the physical paint sample card in the first plurality of sample cards that it is adjacent to; and

one or more physical color coordination sample cards arranged adjacent to the first plurality of physical paint sample cards, each physical color coordination sample card including one of the colors in [[an]] the adjacent first plurality of physical paint sample cards and one or more complementary colors.

9. (Cancelled)

10. (Previously Presented) The paint sample display unit of claim 8 wherein each of the first plurality of physical paint sample cards carries two or more paint colors of similar hue but having varying chromatic values.

11. (Cancelled)

12. (Currently Amended) A paint color display system to assist customers in the selection of paint colors, comprising:

a physical display unit having a two-dimensional array structure to display physical paint color sample cards;

a first plurality of physical paint color sample cards arranged in a first hue region, the first plurality of physical paint color sample cards including hue colors closely related to, or the same as, each other hue in the first hue region, the physical color sample cards in each of the

hue regions arranged according to either ascending or descending hue value in a first dimension, and either ascending or descending chromatic value in a second dimension of the display unit;

a plurality of physical white paint color sample cards having a tint corresponding to the hue of the first hue region located within the first hue region; and

one or more physical color coordination sample cards arranged adjacent to the first plurality of physical paint sample cards, each physical color coordination sample card including one of the colors in [[an]] the adjacent first plurality of physical paint sample cards and one or more complementary colors.

13. (Currently Amended) The paint color display system of claim 12, wherein each physical paint color sample card in the first plurality of paint color sample cards includes one or more paint colors spanning less than a total hue range and a total chroma range of the first hue region.

14. (Previously Presented) The paint color display system of claim 12, wherein each first plurality physical paint color sample card carries paint color that has a different chromatic value range.

15. (Currently Amended) The paint color display system of claim 12, wherein the first physical plurality of paint color sample cards have non-overlapping hue ranges relative to each other.

16.-44. (Cancelled)